

ORDINANCE NO. 023-102

AN ORDINANCE AUTHORIZING A
CO-PROMOTIONAL AGREEMENT
WITH PACE SUBURBAN BUS

WHEREAS, Pace, the Suburban Bus Division of the Regional Transportation Authority ("Pace"), is the suburban transit provider moving customers to work, school, and other regional destinations; and

WHEREAS, Pace has proposed entry into a co-promotional agreement with the Chicago Transit Authority ("Authority") for a one-year term ("Agreement"); and

WHEREAS, Under the Agreement, the Authority will provide Pace with up to Thirty-Eight Thousand Four Hundred Thirty Dollars (\$38,430.00) in value in unsold advertising space in the interior of rail cars or buses; and

WHEREAS, In exchange, Pace Suburban Bus will provide the Authority with up to Thirty-Eight Thousand Four Hundred Thirty Dollars (\$38,430.00) in value in unsold advertising space on Pace buses to advertise its services and will include the Authority's logo, web site address, telephone number, and marketing message in printed marketing pieces; and

WHEREAS, The co-promotional trade agreement includes mutual indemnification and confidentiality provisions and a limited license permitting each party to use the other's logo in advertisements and promotion related to the Agreement; and

WHEREAS, Either party may terminate the agreement with sixty days' notice; and

WHEREAS, This Agreement will expose the Authority to a large audience, promote ridership, have a positive effect on the Authority's customers, and support the Authority's corporate image as cooperative and proactive in promoting Pace services throughout the City of Chicago; and

WHEREAS, Cooperation between and among governmental agencies and entities through intergovernmental agreements is authorized by the Intergovernmental Cooperation Act (5 ILCS 220/1 et seq.); now, therefore:

BE IT ORDAINED BY THE CHICAGO TRANSIT BOARD
OF THE CHICAGO TRANSIT AUTHORITY:

SECTION 1. The Chief Financial Officer of the Authority, or his designee, is hereby authorized to enter into a co-promotional agreement with Pace, the Suburban Bus Division of the Regional Transportation Authority, for a term of one year in which the Authority and Pace will each provide unsold advertising space to the other valued at the

ORDINANCE NO. 023-102
(Continued) -2

not-to-exceed amount of Thirty-Eight Thousand Four Hundred Thirty Dollars (\$38,430.00), which includes reciprocal limited license agreements to use the other party's logo in its advertising materials and contains a mutual indemnification clause, confidentiality provision, and such other terms as are substantially in conformance with the CTA-Pace Trade Agreement attached as Exhibit A hereto.

SECTION 2. The Chairman of the Chicago Transit Board, or his designee, is authorized to take such actions and execute such documents as may be necessary to implement the objectives of this ordinance.

SECTION 3. This ordinance shall be in full force and effect from and after its passage.

APPROVED:

PASSED:

Chairman

September 22, 2023

Secretary

September 22, 2023